



**Satisfy the Whole family with**  
**GOOCH'S MACARONI**  
**BEST**

A big tasty dish of Gooch's Best Macaroni baked with bacon or salmon and well seasoned will delight everyone at the table.

**GOOCH'S MACARONI**  
**BEST**

Made of Specially Milled Durum Wheat

Economical and nutritious. Easily made. Supplies a highly nourishing and well balanced meal. Manufactured in Gooch's clean, modern plant. The highest possible quality is attained by using choicest durum wheat. Insist on Gooch's—the best you can buy.

**Gooch Food Products Co.**  
Lincoln, Neb.

Also Makers of  
Gooch's Best Spaghetti and Egg Noodles



### NATIONAL APPEAL FROM PRETTY MISS



Miss Kate R. Swineford, but sixteen years of age, is endeavoring to have the second Sunday in June set aside for a National Father's Day. Through her efforts her own state of Virginia has already set aside this day for father. Only one gets the red carnation in place of the white one for mother.

### PLEASED WITH NOMINEES

Here is what that fine Democratic newspaper, the Mexico Intelligencer, has to say of the result of the state primary on United States Senator and Governor:

"The Democrats of Audrain county are pleased with the nominations of Breckinridge Long and John M. Atkinson to lead the party ticket in November. Both are splendid gentlemen, able statesmen and true-blue Americans, and they have won the fight by hard work and presenting claims which insured them of the confidence of the members of the party. They are the two men behind whom all factions of the party may unite, the choice is logical, and they look like certain winners."

### A BOOST FOR ATKINSON

The Richmond Conservator says of the nomination of Atkinson for Governor:

"Every follower of the cause of good government in Missouri has a right to feel proud of the splendid vote of confidence given John M. Atkinson in his race for the Democratic nomination for governor. His nomination means that the ticket will be headed by a courageous, up-standing man, big enough in intellect and executive ability to fill the office for which his party has nominated him. He has been tried and found true. In every instance John M. Atkinson has shown signal ability."

### WHO PAYS FOR THE ADS?

It is common to hear a non-advertising merchant say that he doesn't believe in advertising, but gives his customer the benefit of the money he saves by not advertising. Let us examine this statement and see how much truth it contains.

Judicious advertising sells more goods for the merchant, turns his stock quicker and makes it possible by increasing the volume of business to buy in bigger quantities and obtain a bigger discount. Increasing the volume of business and decreasing the selling cost. A merchant will sell cheaper if possible, because he will thus gain customers from his competitors, and also increase the demand, as lowering the price of an article places it within the reach of a larger percentage of the people and is thus a stimulant to trade.

If the consumer does not pay for the advertising, who does pay? It cannot be the advertiser, as advertising increasing his sales, decreases his selling cost and increases his profits. The advertiser doesn't pay, because advertising pays him.

Then who pays for the advertising? The non-advertiser pays for the advertising done by his competitor. All the business he loses to his advertising competitor is part of the price he pays. The non-advertiser and the advertiser, each in proportion, pay for the ads of the good advertiser.—Exchange.

### WORKS FOR ROAD BOND ISSUE

Being strongly in favor of the sixty million dollar road bond proposition which it calls "a great opportunity," the Monett Journal urges its adoption in the following:

"The people of Missouri have the best opportunity yet proposed to obtain the necessary help to build good roads. A \$60,000,000 bond issue is to be submitted at the general election in November and if carried will enable the state to build roads on a scale never before attempted on account of lack of the necessary funds.

"The bonds to be issued are to be paid out of the automobile license and will not increase taxes one cent.

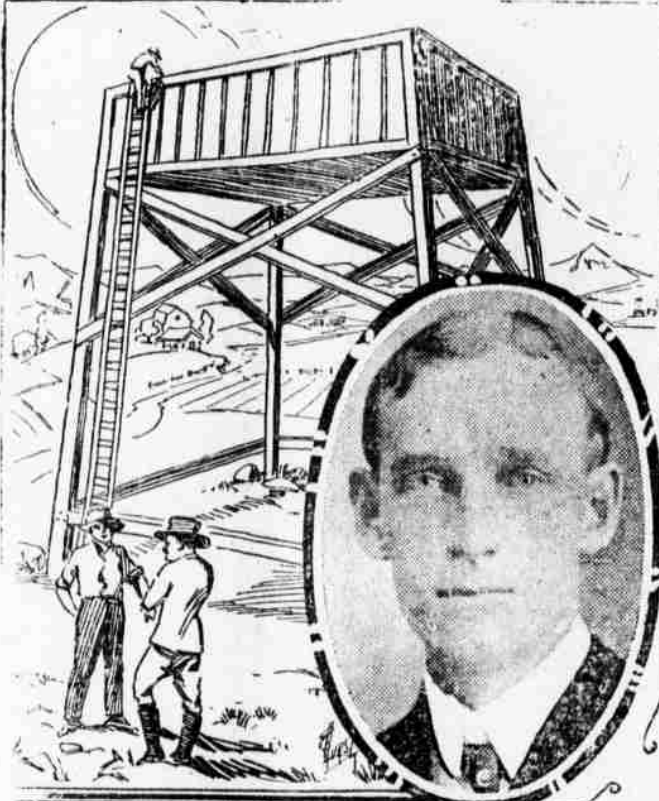
"To get \$60,000,000 to build better roads and not have to be taxed to obtain the money is a proposition that should be approved by every intelligent voter. This will mean more than a half-million dollars for good roads in every county in the state."

### PAYS SULLIVAN COMPLIMENT

Choice bouquets are still being tossed at Secretary of State John L. Sullivan by the country Democratic newspapers. Here is one from the La Plata, Macon county, Home Press:

"There is one candidate for state office who will have the solid backing of the Democrats in November and that is John L. Sullivan. John's efficiency and his stand against the income tax to the taxpayers, has made him in favorite with all parties."

### HAS SCIENCE SOLVED IRRIGATION PROBLEM



Millions of dollars have been spent in the last few years on the perfection of irrigation, which, up until the present time, was the only solution to crop production in arid sections.

But science is always solving these problems in other ways, as in the case of Chas. M. Hatfield, the "Rain Wizard," who claims to have perfected a chemical apparatus whereby rain clouds are attracted and caused to drop their wealth of rain drops. Mr. Hatfield has practiced his secret system for 22 years with much success, charging from \$1000 to \$3000 an inch for rain. Only recently he is credited with a cloudburst in the northwest. Press reports did not state whether or not he was paid at the above rate.

*What is Sunday?*

### MISSOURI CROPS, AUGUST, 1920

The St. Francois county crop news, as reported by the farmers of this county, show the August condition of corn to be 50 per cent of normal. The average yield of wheat is 13 bushels per acre, and the quality 89 per cent. The oats yield is 24 bushels per acre in this county, and the quality 90 per cent. The county condition of potatoes is 52 per cent, apples 40 per cent, hay 73 per cent, quality of our clover hay 93 per cent. The condition of our county pastures is 73 per cent.

Missouri corn gained two points during July and the condition, August 1, 1920, of 84 forecasts a yield of 30.24 bushels per acre, a total of 200,158,000 bushels, according to E. A. Logan, Agricultural Statistician for Missouri, and Jewell Mayes, Secretary of the State Board of Agriculture, Jefferson City. Threshing returns show that Missouri farmers are harvesting 74,028,000 bushels of small grain in 1920 against 97,195,000 bushels in 1919, resulting from reduced acreage in wheat and rye.

Missouri corn is 84 per cent normal against 82 last month and 74 last August. Corn in many of the northwest counties is almost a full crop, having had a good season with an early start and proper cultivation. In the west and the southwest, conditions also are promising. Throughout the South Central and East districts, and portions of the Northeast and Central, the crop has been seriously damaged or held back by the drought prevailing in June and July, making matters worse, in the East district and parts of the Northeast the crop is menaced by chinch bugs destroying whole fields in Warren, Montgomery, Ralls, Pike and St. Charles and parts of fields in a broad belt from Marion and Monroe southward to Washington and Ste. Genevieve. Corn crop is uneven in size, clean, and soil in good tilth. Southeast improved in July. General rains are essential during August.

Wheat averages 12 1-2 bushels per acre, or 29,350,000 bushels on 2,348,000 acres. Yields range from 3 bushels to 30 and more, fine quality, and more No. 1 wheat than for years. Threshing is well along except in South Central and North Central. Quality 92 per cent against 86 last year and ten-year average 89. Total in 1919 was 57,699,000 bushels and five year average 35,161,000. Spring wheat is a 12 1-2 bushel prospect and total of 150,000. Black rust hit crop in northern sections.

Oats average 30.8 bushels, totaling 43,645,000 bushels against 27 bushels totaling 38,259,000 last year. Crop good in western third in northeast late and some pastured or mown for hay. Early oats good. Quality 93 per cent.

Rye 13 bushels per acre or 524,000 against 12 last year and 730,000. Barley 79 per cent, 23.7 bushels per acre, totaling 261,000. Buckwheat increased 3 per cent in acreage, 88 against 78 last year. Flax 88 per cent, or 8.3 bushels.

Hay acreage increased 6 per cent over 1919, and 88 per cent forecasts 1.22 tons per acre against 1.35 in 1919. Hay harvested in good shape, but

timothy was light. Clover 1.35 tons per acre, quality 95. Clover seed crop good in West Central and poor in Eastern. Timothy seed good in Central Missouri. Alfalfa 94 per cent, sorghums 85, millet 83, field peas 85, soy beans 84. Prairie hay good on 3 per cent increased acreage, but lack of haling wire may prevent cutting usual acreage in Barton county.

Gardens suffered from drought. Potatoes 75 per cent, sweet potatoes 81, tomatoes 86, cabbage 80, onions 88, watermelons 79, muskmelons 80 and peanuts 88, tobacco 86, broom corn 85, sorghum for syrup 83.

Fruit deteriorated during July. Apples, 50 per cent, peaches 48, grapes 78, pears 42, blackberries 81. Locust damage to fruit trees is reported from Dent, Polk and Texas counties.

Pastures 78 per cent, poorer than last month, brown and needing rain, with stock shipped out in a few localities, water getting scarce.

Missouri needs rain except at a few points, as plowing for wheat waits on moisture. Threshing and marketing grain is the principal farm work today. Cars short. Live stock feeding operations are at a low point.



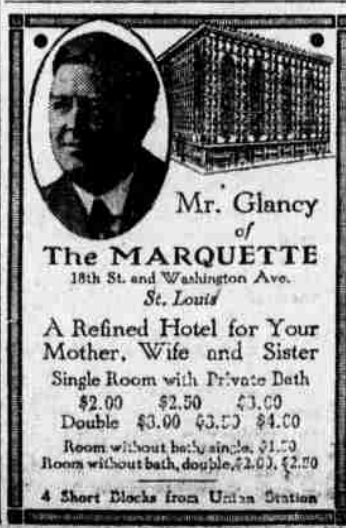
**NUXATED IRON**

HELPS MAKE STRONG, STURDY MEN AND HEALTHY BEAUTIFUL WOMEN

"Iron is red blood food and in my experience I have found no better means of building up the red blood corpuscles and helping to give increased power to the blood than organic iron, like Nuxated Iron."

Dr. H. B. Vail, formerly physician in the Baltimore Hospital and a Medical Examiner.

**DO NOT ACCEPT SUBSTITUTES**



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of  
**The MARQUETTE**  
18th St. and Washington Ave.  
St. Louis

A Refined Hotel for Your Mother, Wife and Sister

Single Room with Private Bath \$2.00 \$2.50 \$3.00

Double \$3.00 \$3.50 \$4.00

Room without bath, single, \$1.50

Room without bath, double, \$2.00, \$2.50

4 Short Blocks from Union Station

St. Joseph.—Work begins on steel derrick over new artesian well at Swift plant as soon as completed, pipeline connecting well with storage tank will be laid and pumping started. Work on series of tanks completed and others will be started soon.

**HUGH PORTER**  
Professor of Violin  
Pupils trained from the beginning to professional activity.  
Studio at Residence.  
Phone 129

**DR. J. A. OVERTON**  
**DR. SYLVIA R. OVERTON**  
Osteopathic Physicians  
Farmers Bank Building  
FARMINGTON, MO.

Office Phone, 296.  
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All shoe repairing neatly and promptly done, at reasonable prices, and all work guaranteed.

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Try me with your next job. Shop on northeast corner of square, Farmington, Mo.

**JOHN B. ROBINSON,**  
Dentist.  
Specializing in Plate and Bridge Work  
Complete X-Ray Equipment.

Office with Dr. B. J. Robinson,  
Farmington, Mo.  
Phone 94.

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Attorney-at-Law  
Notary Public  
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Farmington, Missouri

**GEO. C. FORSTER, Agent**  
FIRE, TORNADO, PLATE-GLASS and AUTOMOBILE  
INSURANCE  
Office in Farmers Bank Building.  
Notary Public. Phone 355.

**ADAM NEIDERT** **JOHN A. NEIDERT**  
**NEIDERT UNDERTAKING CO.**  
UNDERTAKERS AND EMBALMERS  
FARMINGTON, MO.

We are licensed embalmers and carry in stock a complete line of metal lined State and Couch Caskets, Robes and Grave Vaults.  
Telephone calls, either day or night, are given our prompt attention  
Office Phone 380 L  
Residence Phone 380 R

**E. E. Swink, President.** **W. J. Bess, Ass't Cashier.**  
**R. L. ALLEN, Cashier.** **Ed. Helber, Vice President.**

### St. Francois County Bank

(Post Office Opposite.)  
Farmington, Missouri  
Solicits your banking business. Insured against burglary. This is the bank with the Savings Department—Interest paid on time deposits.

**Directors:**  
**THOS. H. STAM** **E. E. SWINK** **R. L. ALLEN.** **ED. HELBER.**  
**DOCK MACKLEY.** **S. J. TETLEY.** **E. J. HARRINGTON.**  
Established 1897.

**W. M. HARLAN, President** **M. P. CAYCE, Cashier**  
**W. R. LANG, Vice President** **S. F. ISENMAN, Ass't Cashier**

### Bank of Farmington

Capital Stock - \$50,000  
Surplus and Profits \$110,000  
Does a general banking and exchange business. Interest paid on time deposits. Insured against burglary. Collections a specialty.

**Directors:**  
**Peter Giessing** **W. F. Doss** **M. P. Cayce** **W. R. Lang**  
**W. M. Harlan** **E. A. Rozler** **J. E. Klein**

**THE FARMERS BANK**  
FARMINGTON, MO.  
Capital Stock - \$50,000.00  
Surplus - \$35,000.00  
ONE DOLLAR STARTS AN ACCOUNT.  
Directors—P. A. Shaw, Wm. London, W. L. Hensley, W. C. Fischer,  
E. J. McKinney, C. B. Denman, L. H. Williams.

### Farmington Undertaking Co.,

Farmington, Mo.  
CALLS ANSWERED DAY OR NIGHT  
**Rolla Cozean, Manager.**  
Telephones: Residence 46; Office 258

# Wanted

100 Men—\$27.00 per week

for Brass Rolling Mill Work. Steady job. Experience not necessary. Good chance to increase rate. Railroad fare returned after 60 days' service.

**Western Cartridge Company**  
**Employment Department,**  
East Alton, Illinois.